



Downtown Alpharetta Business Association

“2004 Main Street Market Letter”

Dear Artists, Crafters, and Antique Dealers:

The City of Alpharetta and the Downtown Alpharetta Business Association (DABA) have partnered to create a market atmosphere in downtown Alpharetta eight months out of the each year (March-Oct.). This special promotion is called “Alpharetta’s Main Street Market”. The proceeds from the monthly festivals benefit the DABA’s *Milton High School Scholarship Fund* and the promotion of the Alpharetta Main Street Markets each month. Vendors can participate on a month-by-month basis, BUT we prefer for you to become an **“Eight Month Vendor”** and commit to our eight monthly dates from March to October for four basic reasons: 1) This will help to establish a solid foundation for you as a vendor in the Alpharetta market; 2) This will help our Promotions Planning Committee to get more editorial coverage in local and regional media outlets about the monthly event and about the specific vendors participating; 3) Our **“Eight Month Vendors”** receive priority over month-to-month vendors and can bump them from participating; and 4) Once our spaces are filled, no month-to-month vendors will be allowed.

We do allow some flexibility in your commitment. Below are the costs for the booth space as well as the procedures and rules for each vendor to follow when agreeing to become a part of this promotion:

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|------------------|----------------------|------------------------------|
| 1. Costs: | 6-8 month commitment | \$55/month, paid in advance. |
| | 5 months and under | \$75/month, paid in advance. |

Payment is non-refundable and due with agreement for the number of committed dates.

2. **Vendor Categories:** Only antiques, collectibles, fine arts and fine crafts will be allowed to be sold for the market. The event organizers will limit the number of similar vendors who will be able to participate, such as jewelers.
3. **Loading/ Unloading:** The event organizers will provide two loading/ unloading areas adjacent to the park (Old Canton Street on the lower side of the park, and the right turn lane on N. Main Street adjacent to the park) All unloading must be finished by 10 am, and loading may only start at 4:30 pm. If you are not completely set up and cleared from the loading area by 10 am, or if you break down before 4:30 pm, you will be subject to contract cancellation without refund and put at the bottom of any waiting list. It is the vendors’ responsibility to plan for the setup and breakdown of their tents, tables and displays within the time frames allowed by the event organizers.
4. **Tents:** All vendors MUST provide a quality, water repelling tent, WITH weights and WITH stakes because of unexpected wind and storms. Sides are optional, but recommended.
5. **Vendors with Locations on the Grass:** NO blankets, mats, boxes, carpet, rugs, containers, pine straw, etc. may be placed on any of the grass areas, to prevent suffocation & killing of the grass.

6. **Security.** Security for your tent, displays, and merchandise is your responsibility. We have not had any incidents to date, but each vendor is responsible for securing their items.
7. **Promotions.** The City of Alpharetta and the Downtown Alpharetta Business Association will support and promote these markets with ads in local newspapers, editorial coverage, feature stories, flyers to surrounding areas, press releases and promotional email messages to major corporations, businesses, and residents. Additionally, we encourage each vendor to use our website, www.DowntownAlpharetta.com, as we can promote your business through links to your site or we can create a mini-site within our site.
8. **Coverage Area.** Alpharetta's festivals have been proven to draw from the surrounding towns: Roswell, Duluth, Lawrenceville, Woodstock, Marietta, Flowery Branch, Cumming, Dawsonville, Sugar Hill, Snellville, Sandy Springs, Canton and even Atlanta.

2004 Sat-Sun Schedule (Book now to ensure placement!)

March	20-21, 2004	July	17-18, 2004
April	17-18, 2004	August	21-22, 2004
May	15-16, 2004	September	18-19, 2004
June	19-20, 2004	October	16-17, 2004

9. **Booth Assignment.** Space is arranged from the downtown square and moves outward down Main St. and Milton Ave. Location assignment is based upon MANY factors: when payments are received, placement in previous shows for returning vendors, unique booth characteristics, unique product requirements, late arrivals, no-shows, cancellations, etc. All spaces available in these events produce great sales for those selling great products, and therefore **ONCE SPACES ARE ASSIGNED, THERE IS NO CHANGING OF LOCATION.**
10. **Hotel Rooms.** If you need accommodations, our Welcome Center has worked with local hotels to offer special weekend rates, so visit www.AlpharettaCVB.com for discount opportunities.
11. **Parking.** There are only two designated areas for vendors to park this year. You may NOT park on Main Street, or Milton Avenue- those spaces are where your CUSTOMERS will park, because they are convenient for them. Vendors must park in 1) the lots surrounding City Hall, (where there's plenty of room for trailers, large trucks, etc.) or 2) the Roswell Street city parking lot, on the backstreet behind Milton Antique Mall and Main Street Art Company. We will not be able to park in private lots this year.

We would love to have you commit to becoming one of our eight-month vendors, which will help us maintain these great promotional festivals in Alpharetta. Please complete the enclosed application and return as soon as possible, so that we can begin working with you. If you have questions or need clarification, please call me at 770-475-5758. Thank you and we look forward to working with you in the near future.

Kindest regards,

Judy Jacques
President
Downtown Alpharetta Business Association
770-475-5758

“2004 Main Street Market Application”

Benefiting the Downtown Alpharetta Business Association Milton High School Scholarship Fund

10' X 10' Space \$55/month (6-8 month commitment)

10' X 10' Space \$75/month (5 months and under)

Only Fine Arts, Crafts and Antiques will be selected. Please enter the *months* on the form below that you are interested in participating with the Main Street Market:

2004 Sat-Sun Dates:

March 20-21, 2004

April 17-18, 2004

May 15-16, 2004

June 19-20, 2004

July 17-18, 2004

Aug. 21-22, 2004

Sept. 18-19, 2004

Oct. 16-17, 2004

Market Hours:

Saturdays: 10am-5pm

Sundays: 12noon-5pm

NOTE:

By filling out this form, you are agreeing to abide by all rules and regulations set forth by the event organizers in the “2004 Main Street Market Letter” attached and made a part hereof by reference.

Downtown Alpharetta is located west of GA 400 via the Haynes Bridge Road or Old Milton Parkway exits. Go to www.DowntownAlpharetta.com to view a map.

Low rates for hotel rooms, maps and other types of information can be acquired through the Alpharetta Welcome Center: 678-297-0102 or go to www.AlpharettaCVB.com

Please Fill Out the Below Information and Return with Payment to:

Downtown Alpharetta Business Association

P.O. Box 461, Alpharetta, GA 30009-0461

770-475-5758

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Artist/Dealer Name _____

Type of Art/Merchandise _____

Months Requested _____

Street Address _____

City _____ State _____ Zip _____

Email _____

Best Phone Number to Reach You _____

TOTAL AMOUNT ENCLOSED: _____

(Please make payable to DABA, Inc.)